

## Victorinox strengthens TR Asia-Pacific team with latest hire



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[Victorinox](#) has strengthened its APAC travel retail team with the appointment of Vivian Wong as Senior Regional Manager - Travel Retail & Fragrances, Asia-Pacific, effective immediately.

Wong has nearly 15 years' experience working in the travel retail and beauty sectors, including sales and marketing roles at Coty, Duty Free Shoppers and most recently, Swarovski.

Based in Hong Kong, Wong will oversee the development of Victorinox's travel retail and fragrance business in Asia, a strategic growth region for the brand. Wong will be supported by Annes Chan, Sales Manager - Travel Retail & Fragrances, APAC, who has been with the company since 2019. Together, they will be responsible for advancing Victorinox's travel retail presence across all channels, including online, duty free and cruise ships.

"Asia offers a wealth of opportunities for Victorinox's innovative product portfolio, so I am excited to take on responsibility for the region, with the support of Annes. I'd like to thank Victorinox and our business partners in the region for the warm welcome and look forward to making further impact for the brand in APAC," Wong said in a press release.

Victorinox continues to build its presence in Asia-Pacific with key partners in the region, including the recent opening with China Duty Free Group (CDFG) in Xinhaigang, Haikou. Over the next few months, the brand will work closely with local partners to build foundations for new business opportunities.

Victorinox Head of Global Travel Retail & Fragrances Sales, Gloria Dix, said, “We’re delighted to welcome Vivian to the team as we look to expand Victorinox’s footprint in the important APAC region, capitalizing on the brand’s momentum in EMEA and Latin America. Her experience working with luxury brands, combined with her knowledge of the travel retail channel, will be instrumental in taking our APAC business into the next phase of growth.”